

# STRATEGIC PLAN

## of the National Recreational Boating Safety Program 2007-2011

**MISSION:** To ensure the public has a safe, secure, and enjoyable recreational boating experience by implementing programs that minimize the loss of life, personal injury, and property damage while cooperating with environmental and national security efforts.

### Performance Goal- Reduce Casualties

Reduce recreational boating casualties as illustrated in the following table through FY 2011:

CALENDAR YEAR	NUMBER OF INJURIES <sup>1</sup>	NUMBER OF DEATHS <sup>2</sup>	TOTAL CASUALTIES <sup>2</sup>
2007	3288	671	<b>3959</b>
2008	3150	655	<b>3805</b>
FISCAL YEAR	NUMBER OF INJURIES <sup>2</sup>	NUMBER OF DEATHS <sup>2</sup>	TOTAL CASUALTIES <sup>2</sup>
2009	3585	685	<b>4270</b>
2010	3492	675	<b>4166</b>
2011	3406	659	<b>4065</b>

1: The number of injuries is calculated as an annual number.

2: The numbers are calculated using a 5 year average. This computation method was employed as to be consistent with the USCG Budget in Brief.

### Sub-Tier Goal 1. Reduce Five-Year Average Annual Deaths

Reduce the five-year average of recreational boating deaths as illustrated in the following table through FY 2011:

CALENDAR YEAR	NUMBER OF DEATHS <sup>1</sup>
2007	<b>671</b>
2008	<b>655</b>
FISCAL YEAR	NUMBER OF DEATHS <sup>1</sup>
2009	<b>685</b>
2010	<b>675</b>
2011	<b>659</b>

1: The number of deaths is calculated using a 5 year average. This computation method was employed as to be consistent with the USCG Budget in Brief.

## **Sub-Tier Goal 2. Reduce Five-Year Average Annual Injuries**

Reduce recreational boating accident injuries as illustrated in the following table through FY 2011:

CALENDAR YEAR	NUMBER OF INJURIES <sup>1</sup>
2007	3288
2008	3150
FISCAL YEAR	NUMBER OF INJURIES <sup>2</sup>
2009	3585
2010	3492
2011	3406

1: The number of injuries in CY 2007 and 2008 are calculated as an annual number.

2: The number of injuries in FY 2009-2011 is calculated using a 5 year average. This computation method was employed as to be consistent with the USCG Budget in Brief.

### **OBJECTIVES AND STRATEGIES TO MEET THE PERFORMANCE GOAL AND SUB-TIER GOALS 1& 2:**

#### **Objective 1. Safety Education Certificates**

Create a database to track the number of National Association of State Boating Law Administrators (NASBLA)-approved boating safety education certificates issued annually. This information will be compiled on a State-by-State basis. The United States Coast Guard (USCG) will compile available historical data about NASBLA-approved boating safety education certificates.

##### **Strategy 1.1- Track the Number of Certificates-NASBLA**

All boating safety course providers, who issue NASBLA-approved boating safety education certificates, will report the number of certificates issued per fiscal-year to the Boating Law Administrator of that State or Territory.

**Implementing Partners:** NASBLA, boating safety course providers.

**Timeline:** Starting FY 2007 and continuing.

##### **Strategy 1.2- Track the Number of Certificates-USCG**

States and Territories will report to the U.S. Coast Guard (USCG), on a fiscal-year basis, the total number of NASBLA-approved boating safety education certificates issued, as part of the Performance Report Part II reporting requirements.

**Implementing Partners:** USCG, States, and Territories.

**Timeline:** Starting FY 2007 and continuing.

**Strategy 1.3- Provide Number of Certificates-Historical Data**

States or Territories that have historical data on the number of NASBLA-approved boating safety education certificates issued prior to 2007 will provide the numbers to USCG.

**Implementing Partners:** NASBLA-approved boating safety education course providers, States and Territories, USCG.

**Timeline:** FY 2007 (Oct 1): One Time.

**Strategy 1.4- Compare Effectiveness of Mandatory vs. Voluntary Education**

Conduct surveys to compare the effectiveness of State mandated vs. voluntary boater education programs. Surveys will be distributed (via e-mail) within 12 months of course completion to determine what behaviors the course graduates exhibit. Surveys will be used for both NASBLA course graduates and skills-based course graduates to compare net change of behavior.

**Implementing Partners:** USCG (lead), USCG Boating Safety Grantee and/or consultant, States, American Canoe Association (ACA), United States Power Squadrons (USPS), United States Coast Guard Auxiliary (USCGAUX), and U.S. Sailing.

**Timeline:** FY 2007- FY 2008.

**Objective 2. Awareness of Safe Boating Practices**

Establish a baseline measurement through the National Boating Survey of the boating public's awareness of safe boating practices, and use that data to establish a target for subsequent years.

**Strategy 2.1- National Boating Survey**

Conduct a National Boating Survey in no less than two-year intervals. Include questions to determine what motivates boaters to boat safely, what boating safety campaigns influence them and by what delivery system, and why individuals completed a boating safety instruction course.

**Implementing Partners:** USCG (lead) with Boating Safety Grantees.

**Timeline:**

Fall 2007: Survey Implementation.

2008: Establish the baseline measurement of awareness of safe boating practices and establish targets for subsequent years.

**Strategy 2.2- Develop Branded Messages**

Develop one branded message for each issue to use for multiple years. These issues include: life jacket wear, alcohol-use, safe personal watercraft (PWC) operation, completing a boating safety course, small boat safety (safe movement of occupants and/or gear), overloading, complying with navigation rules, getting a Vessel Safety Check (VSC), emergency preparedness, etc.

**Implementing Partners:** USCG (lead), USCGAUX, National Boating Safety Advisory Council (NBSAC), National Safe Boating Council (NSBC), National Water Safety Congress (NWSC), BoatU.S. Foundation, USPS, NASBLA, United States Army Corps of Engineers (USACE), Boat Manufacturers/Industry, U.S. Sailing, other boating safety organizations.

**Timeline:**

2007: Develop branded messages.

**Strategy 2.3- Deliver Branded Messages**

Deliver branded messages via a campaign through mass media that includes television, radio, public service announcements, and posters. Contract national spokes-figures to deliver messages that are likely to elicit human emotions and influence behavior. Test the campaign messages and the type of communications media to evaluate the effectiveness of the campaign to increase boating safety awareness on a national scale.

Utilize best marketing practices and research.

**Implementing Partners:** USCG (lead), USCGAUX, NSBC, NWSC, BoatU.S. Foundation, USPS, NASBLA, USACE, Boat Manufacturers/Industry, U.S. Sailing, boating safety organizations.

**Timeline:**

2007- 2008: Develop campaign and implement corresponding to the 2008 North America Safe Boating Week Campaign.

**Strategy 2.3.1- Social Causal Marketing**

Use multiple social/causal marketing projects designed to influence the behavior of target audiences. Resources will include a professional communications firm, under contract to USCG and grant awards from the Sport Fish Restoration and Boating Trust Fund to generate a focus on life jacket wear. USCG will solicit support of key stakeholders, partners, USCG District Offices, the industry, and all other related resources to maximize this effort.

**Implementing Partners:** USCG.

**Timeline:** Starting FY 2007.

**Strategy 2.4- Reach Non-English Speaking Segment of the Boating Public**

Address the need to broaden the campaigns to the non-English speaking segment of the boating public.

**Implementing Partners:** USCG, USCGAUX, NBSAC, NSBC, NWSC, BoatU.S. Foundation, USPS, NASBLA, USACE, Boat Manufacturers/Industry, U.S. Sailing, other boating safety organizations.

**Timeline:** FY 2007.

**Strategy 2.5- Message from Law Enforcement**

Increase the presence of law enforcement officers on the water to act as a deterrent and provide on-the-water messaging to deliver the branded messages.

**Implementing Partners:** NASBLA.

**Timeline:**

November 2007: Charge appropriate NASBLA committee to develop guidance.

Spring 2008: Appropriate NASBLA committee to adopt guidance.

Fall 2008: Appropriate NASBLA committee will present guidance to NASBLA.

**Strategy 2.6- Promote Recognition Programs**

Promote and encourage recognition programs for outreach initiatives that demonstrate safe boating practices.

**Implementing Partners:** USCG, NBSAC, NASBLA, NWSC, USACE, NSBC, U.S. Sailing, current community stakeholder programs.

**Timeline:** Starting in FY 2007 and continuing.

**Objective 3. Advanced Boating Education**

Track the number of individuals who: 1. complete an advanced boating education course and/or, 2. complete an on-the-water skill-based course of instruction. Use that data to establish a baseline measurement and a target for subsequent years.

**Strategy 3.1- Track the Number of Advanced Boating Education Certificates through Survey Reporting**

Create a database, utilizing the National Boating Survey, to track the number of advanced boating education courses taken.

**Implementing Partners:** USCG.

**Timeline:** FY 2007.

**Strategy 3.2- Track the Number of Certificates through Voluntary Reporting**

Request providers of advanced boating education to submit, voluntarily, the type and number of advanced boating education courses completed to the USCG, on a fiscal-year basis.

**Implementing Partners:** USCG, course providers.

**Timeline:** FY 2007.

**Strategy 3.3- Coordinate Guidelines for On-the-Water Training**

USCG will coordinate the development of official/recognized guidelines or standards for advanced boating education and on-the-water skills-based training. Disseminate these guidelines to marine retailers and other organizations.

**Implementing Partners:** USCG, USPS, USCGAUX, U.S. Sailing, ACA, NASBLA, Marine Retailers Association of America (MRAA), NMMA, NSBC, Marine Dealer Certification Board.

**Timeline:** FY 2007.

**Strategy 3.4- Conduct On-the-Water Training–Marine Dealer Certification Board**

Encourage the Marine Dealer Certification Board to require dealers to encourage customers to take on-the-water training and a boating safety education course.

**Implementing Partners:** USCG, USPS, USCGAUX, U.S. Sailing, ACA, NASBLA, MRAA, NMMA, Marine Dealer Certification Board.

**Timeline:** FY 2007.

**Objective 4. Life Jacket Wear**

Starting in FY 2007, increase the observed adult life jacket wear-rate in open motorboats by 3% from the previous year's observed life jacket wear-rate. The FY 2006 wear-rate was 4.5%. The FY 2007 target is 4.63%.

**Strategy 4.1- Observed Life Jacket Wear-Rates**

Conduct the National Life Jacket Wear-Rate Observation Study to: 1. measure life jacket wear-rates, 2. analyze study data to determine where the wear-rates are higher than average and why, and 3. expand the national wear rate observation study to include spring and/or fall days, and focus towards geographic areas with high incidence of boating related drownings.

**Implementing Partners:** Boating Safety Grantees.

**Timeline:** Annually.

**Strategy 4.2- Establish Life Jacket Wear-Rate Tiger Team**

Establish a campaign to increase the life jacket wear-rate by establishing a "Wear-Rate Tiger Team" comprised of the implementing partners.

**Implementing Partners:** NSBC, NASBLA, NMMA, MRAA, USACE, USCGAUX, USPS, BoatU.S. Foundation, ACA, U.S. Sailing, Water Sports Industry Association (WSIA), NWSC, National Boating Federation (NBF), Recreational Boating and Fishing Foundation (RBFF), Bass Anglers Sportsmen Society (BASS), United Safe Boating Institute (USBI), USCG, Personal Flotation Device Manufacturers Association (PFDMA).

**Timeline:** July 2006 - July 2011.

**Strategy 4.2.1- Identify At-Risk Populations**

Identify and prioritize the at-risk populations using a variety of sources including drowning data captured by the Boating Accident Report Database (BARD) System.

**Implementing Parties:** Wear-Rate Tiger Team.

**Timeline:** July 2006 - July 2011.

**Strategy 4.2.2- Identify Decision Influencers**

Identify the people, programs, and organizations who influence the decisions made by the at-risk populations.

**Implementing Partners:** Wear-Rate Tiger Team.

**Timeline:** July 2006 - July 2011.

**Strategy 4.2.3- Encourage Decision Influencers**

Encourage the people, programs, and organizations who influence decisions made by the at-risk populations to increase their life jacket wear-rates.

**Implementing Partners:** Wear-Rate Tiger Team.

**Timeline:** July 2006 - July 2011.

**Strategy 4.3- Vessel Examiners Will Wear Inflatable Life Jackets**

The USCGAUX and USPS vessel examiners will wear USCG supplied inflatable life jackets during VSCs.

**Implementing Partners:** USCG, USCGAUX, USPS.

**Timeline:** TBD.

**Strategy 4.4- Life Jacket Wear During Demonstrations**

Encourage the Marine Dealer Certification Board to add the wearing of life jackets by retailers during demos and on-water delivery of boats as a component to the Dealer Certification program.

**Implementing Partners:** USCG, Dealer network, MRAA, NMMA, Marine Dealer Certification Board.

**Timeline:** Starting in 2007 and continuing.

**Strategy 4.5- Develop Standards, Demonstration Kits, Incentives**

1. Develop inflatable life jacket standards for persons under 16 years of age, 2. Develop inflatable life jacket demonstration kits that the public can test without using a cartridge, and 3. Lower the cost of life jackets through incentives, sales promotions, jacket trade-ins, etc.

**Implementing Partners:** PFDMA, USCG.

**Timeline:** 2007.

**Strategy 4.6- Create Incentives for Free Life Jackets**

Create incentives for retailers and boat manufacturers to provide free life jackets with the sale of new and used boats, particularly life jackets boaters are more likely to wear.

**Implementing Partners:** NMMA, MRAA.

**Timeline:** 2007.

**Strategy 4.7- Evaluate Willingness to Wear**

Conduct surveys to evaluate the effectiveness of campaign efforts to understand what triggers an adult's willingness to wear life jackets.

**Implementing Partners:** USCG, Boating Safety Grantee.

**Timeline:** FY 2008.

**Strategy 4.8- Sponsor Life Jacket Loaner Program**

Challenge boat retailers and marinas to sponsor life jacket loaner programs.

**Implementing Partners:** MRAA, NASBLA, Association of Marina Industries (AMI).

**Timeline:** 2007.

**Strategy 4.9- Strict Enforcement of Life Jacket Carriage and Wear Laws**

Encourage States to strictly enforce life jacket carriage and wear laws and employ media messages announcing strict enforcement. Law enforcement will work with prosecutors and the courts to impose stiff penalties for life jacket violations. Encourage Enforcement and Rescue agencies to require their agency personnel to wear life jackets while underway and to complete a NASBLA-approved boating education course before operating any agency vessel.

**Implementing Partners:** NASBLA, States.

**Timeline:** Starting in FY 2007 and continuing.

**Objective 5. Operator Compliance—Navigation Rules**

Reduce deaths due to navigation rules violations from 24% of total deaths in 2005 to 19% of total deaths in 2011, in equal annual decrements. Establish a measurement, using State accident data, by consolidating five categories of navigation rules compliance

(Reckless/Negligent, Excessive Speed, Improper Lookout, Operator Inattention, and Rules of the Road) into a single measure, "Operation of Vessel."

**Strategy 5.1- Boating Safety Class**

NASBLA will develop a model act that requires a person to attend a boating safety class and provide evidence of successful completion who was: 1. in violation of a navigation rule or 2. BUI. Persuade States to adopt this model act.

**Implementing Partner:** NASBLA.

**Timeline:**

November 2006: Charge appropriate NASBLA committee to develop a NASBLA model act.

Spring 2007: NASBLA committee to adopt model act.

Fall 2007: Present model act to NASBLA.

**Strategy 5.2- Develop Curriculum for Officer Training**

Work with NASBLA to develop an officer training curriculum to improve: 1. officer knowledge, and 2. consistency of identifying/documenting navigation rule violations.

**Implementing Partner:** NASBLA.

**Timeline:**

November 2006: Appropriate NASBLA committee will develop course outline and content.

Spring 2007: Appropriate NASBLA committee will design a course and develop proposal for officer training.

Fall 2008: Present curriculum to NASBLA.

**Strategy 5.3- Focus Curriculum on Navigation Rules**

Focus time and attention to navigation rules in boating safety classes and increase navigation rule awareness through other means of boating public outreach.

**Implementing Partner:** NASBLA.

**Timeline:**

November 2006: Appropriate NASBLA committee will enhance course standards for navigation rules content and emphasis.

Spring 2007: Develop course standards.

Fall 2008: Propose changes and programs to NASBLA.

**Strategy 5.4- Strict Enforcement of Navigation Rules**

Encourage States to strictly enforce navigation rules and use media messages to announce strict enforcement. Law enforcement will work with prosecutors and the courts to impose stiff penalties for navigation rule violations. Encourage States to design outreach programs to media and other LE officials (prosecutors, judges) based on data captured in the Performance Part II Report.

**Implementing Partner:** NASBLA.

**Timeline:** Starting in 2007 and continuing.

**Strategy 5.5- Include Homeland Security Curriculum**

Ensure NASBLA includes vessel security zones and other relevant homeland security issues as a component of the boating safety classes' curriculum. This is intended to reduce law enforcement time on security interdiction.

**Implementing Partner:** NASBLA.



**Timeline:**

November 2007: Appropriate NASBLA committee will define course content.

Spring 2008: Appropriate NASBLA committee will develop course content.

Fall 2008: Appropriate NASBLA committee will present recommendations to NASBLA.

**Objective 6. Boating Under the Influence**

Achieve a 5% annual decrease in the number of casualties by CY 2011 from CY 2010 (using a five-year moving average) where the use of alcohol by a boat's occupants was either a direct or indirect cause of the accident. In 2005, there were 504 such casualties (157 deaths and 347 injuries).

**Strategy 6.1- Create Measurement System of Alcohol Use**

Create a baseline measurement for tracking trends in alcohol use while boating using the following three data sources: 1. BARD alcohol "caused" accidents, 2. BUI violations from USCG Form 4100 and Performance Report Part II reports from the States, and 3. the National Boating Survey.

**Implementing Partners:** USCG.

**Timeline:** FY 2008 and continuing.

**Strategy 6.2- Increase Officer Training**

Increase the level and frequency of officer training to: 1. include "train the trainer" to detect and apprehend those suspected of boating while under the influence of alcohol or other drugs, and 2. increase the number of BUI checkpoints to collect and report BUI and safety compliance data in the Performance Report Part II.

**Implementing Partners:** USCG, NASBLA.

**Timeline:** Ongoing.

**Strategy 6.3- Sobriety Test Validation**

Complete a validation study for the field sobriety tests suitable for use in marine law enforcement. Distribute the findings to marine law enforcement officers.

**Implementing Partners:** USCG, NASBLA.

**Timeline:** Three grant cycles (2007, 2008, & 2009).

**Strategy 6.4- Link BUI violations with Driver's Licenses**

Encourage NASBLA to work with the National Highway Traffic Safety Administration (NHTSA) and the National Transportation Safety Board (NTSB) to explore the feasibility and effectiveness of legislation that links BUI violations with a person's motor vehicle driver's license. Explore the feasibility and effectiveness of increasing penalties for BUI violators with high blood alcohol concentration (BAC) levels (0.15 or higher).

**Implementing Partners:** NASBLA.

**Timeline:** 2007-2008.

**Strategy 6.5- Strengthen Law Enforcement Capabilities on the Water**

Encourage the States to increase their law enforcement patrols that target BUI violators through the purchase of: 1. mobile command centers with preliminary and evidentiary breath-

testing equipment, and 2. vessels and equipment for officers' use during enforcement details targeting BUI violators.

**Implementing Partners:** NASBLA, States.

**Timeline:** 2007.

#### **Strategy 6.6- Alcohol and Drug Testing for Operators**

Challenge law enforcement officials to test more operators for alcohol/drug use in accident investigations.

**Implementing Partners:** USCG, other federal agencies, States.

**Timeline:** 2007-2008.

### **Objective 7. Manufacturer Compliance**

Decrease the recreational boat manufacturer ratio of discrepancies per inspection by 5% from the previous year's ratio. For FY05, there were 804 inspections resulting in 1192 total discrepancies or  $1192/804 = 1.48$  discrepancies per inspection.

#### **Strategy 7.1- Identify Problem Boats/Manufacturers**

Target and identify boats and manufacturers whose boats are involved in accidents in which carbon monoxide (CO), flotation, capacity, or fuel systems are factors. USCG factory visit program will verify non-compliance findings. USCG will implement corrective action.

**Implementing Partners:** USCG, tiger team, boat insurers.

**Timeline:**

2007: USCG will identify target manufacturers and conduct outreach to boating organizations, boat insurers, and search other public information to assist in finding additional target manufacturers.

#### **Strategy 7.2- Test/Target Recreational Boats with Flotation Issues**

Test at least 50 recreational boats annually for compliance with flotation regulations. Target those boats that have a high probability of failure. Inform boat manufacturers that they may voluntarily bring their boats for flotation tests to USCG's facility.

**Implementing Partners:** USCG, NMMA, boat manufacturers.

**Timeline:** Ongoing.

#### **Strategy 7.3- Manufacturer Outreach**

Challenge the USCG to: 1. attend key industry meetings and boat shows; 2. staff a USCG booth at major trade shows; 3. inform manufacturers and State boating law administrators about common discrepancies from the USCG factory visit program that led to federal recalls; 4. help manufacturers to raise recall response rates; and 5. produce at least one Boating Safety Circular annually.

**Implementing Partners:** USCG.

**Timeline:** Ongoing.

## **Objective 8. Operator Compliance—USCG Required Safety Equipment**

Create a system to evaluate operator compliance with equipment carriage requirements from the Marine Information for Safety and Law Enforcement (MISLE) system and the Performance Report Part II form. Establish annual targets for compliance.

### **Strategy 8.1- Evaluate Incidents of Non-Compliance with Required Safety Equipment**

Identify the number of incidents of non-compliance with safety equipment carriage requirements to determine trends. Using risk based decision making, analyze accident data, compliance reports, and vessel safety check data from MISLE and the Performance Report Part II. Provide a report on the results to the States.

**Implementing Partners:** States, USCG, USCGAUX, USPS.

**Timeline:** October 2007.

### **Strategy 8.2- Target Problem Compliance Areas**

Target problem compliance areas, as reported in strategy 8.1, through increased enforcement, education, and public awareness campaigns.

**Implementing Partners:** USCG, NASBLA, States, boating safety organizations.

**Timeline:** January 2008.

### **Strategy 8.3- Enforcement Patrols**

Increase or restructure enforcement patrols to increase compliance areas identified through the reporting in strategy 8.1.

**Implementing Partners:** States, USCG.

**Timeline:** January 2008.

### **Strategy 8.4- Increase Boaters' Knowledge of Safety Equipment**

Increase boaters' knowledge by providing educational materials regarding required and recommended safety equipment carriage. Include a checklist of required equipment in boat-owners' manuals, posters for display at marine stores, and other points-of-sale that specify requirements and penalties for non-compliance.

**Implementing Partners:** MRAA, Marine manufacturers.

**Timeline:** October 2007.

### **Strategy 8.5- Inclusion with Sale**

Encourage manufacturers and dealers to include required safety equipment on each boat sold, including life jackets boaters are more likely to wear.

**Implementing Partners:** NMMA, MRAA.

**Timeline:** January 2008.

## **Objective 9. Boating Accident Reporting**

Using 2005 boating accident reports, establish a baseline of BARD data accuracy and completeness for every State. By 2011, ensure that no less than 95% of investigator accident reports submitted annually by each reporting authority are complete and accurate.

**Strategy 9.1- Clarify Accident Reporting Criteria**

Develop clear and concise accident reporting criteria, including definitions, procedures, and guidance. Standardize reporting criteria. Create a category of boating deaths: “associated with boating”. This category would include swimming from vessels underway and commercial white-water accidents.

**Implementing Partners:** USCG, NASBLA.

**Timeline:** 2007.

**Strategy 9.2- Increase Accident Reporting Reliability**

Increase the reliability of boating accident reporting and data analysis through gap analysis. Issue updated formal policy guidance to determine if an accident is reportable.

**Implementing Partners:** USCG, States, NASBLA.

**Timeline:** 2007.

**Strategy 9.3- Improve Accident Reporting Training**

Incorporate lessons learned from gap analysis (see Strategy 9.2) into reporting training, which will increase the frequency and reliability of the accident reports submitted by law enforcement investigators.

**Implementing Partners:** NASBLA, USCG.

**Timeline:** October 2007.

**Strategy 9.4- Provide Reporting Criteria Training**

Provide reporting criteria and procedures training to data entry persons and investigating officers.

**Implementing Partners:** USCG, NASBLA.

**Timeline:** 2007.

**Strategy 9.5- Pursue MOA with Federal Land Management Agencies**

Pursue a Memorandum of Agreement (MOA) with all federal land management agencies to ensure proper and timely reporting of reportable accidents to the appropriate State reporting authority.

**Implementing Partners:** NASBLA, USCG.

**Timeline:** 2007.

**Strategy 9.6- Add Language Barrier Field to BAR**

Add a new BAR data field to the “Contributing Factors” section that captures whether a language barrier contributed to the cause of a boating accident. The new data field can be introduced and data can be gathered following the BARD-Web training provided to the States.

**Implementing Partner:** USCG, States.

**Timeline:** 2007.

**Strategy 9.7- Study Human Factors in Boating Accidents**

Encourage boating accident investigators to populate the human error reporting section of the BARD-Web application. USCG will analyze the data to determine what human factors are involved in accidents and why accidents occur. Use this data to pursue preventive measures.

**Implementing Partner:** USCG, States.

**Timeline:** 2007.

**Strategy 9.8- Link the BARD and Vessel Identification System (VIS)**

Link the BARD system and VIS so that USCG can quickly identify the frequency of vessel characteristics involved in recreational accidents.

**Implementing Partners:** USCG.

**Timeline:** 2008.

**Strategy 9.9- Study 12+5 Character Hull Identification Number (HIN)**

Study potential benefits of the proposed 12+5 character HIN to improve data accuracy.

**Implementing Partners:** USCG.

**Timeline:** 2007.

**Objective 10- Determine Participation Denominator**

Determine a participation denominator of recreational boaters on the water to allow USCG to determine levels of risk for death, injury, or property damage.

**Strategy 10.1- Measure Boating Participation Days**

To measure boating participation days, use the National Survey of Recreation in Environment (NSRE) as a current baseline for boating participation days established as a denominator of 10 million participation days.

**Implementing Partner:** USCG.

**Timeline:** 2007.

**Strategy 10.2- Determine Exposure Hours**

To determine exposure hours, use the National Boating Survey and explore other sources and instruments.

**Implementing Partner:** USCG.

**Timeline:** 2008.

**OBJECTIVE AND STRATEGIES TO MEET SUB-TIER GOAL 3:**

**Sub-tier Goal 3. Measuring Effectiveness**

Evaluate the impact of grant programs in achieving the goals of the strategic plan.

**Objective 1. Review Annual Reports from Grants**

The Strategic Planning Subcommittee of NBSAC will review annual reports from grants recipients to ensure the strategic plan objectives are being met and make recommendations to NBSAC.

**Strategy 1.1 Review Performance Report Part II**

The Coast Guard will provide NBSAC with the performance measures as reported by the States in the Performance Report Part II for review. NBSAC will make recommendations to USCG for improvements and commendations for successful programs.

**Implementing Partners:** NBSAC

**Timeline:** TBD

**Strategy 1.2 Review Non-Profit Grants**

The Coast Guard will provide NBSAC with final reports submitted by the non-profit grant recipients for review. NBSAC will make recommendations to USCG for improvements to the programs.

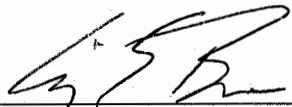
**Implementing Partners:** NBSAC

**Timeline:** TBD

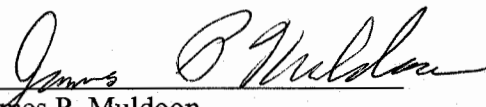
**Strategic Plan  
of the  
National Recreational Boating Safety Program**

We the undersigned endorse the National Recreational Boating Safety Program's Strategic Plan on the 5th of March 2007.

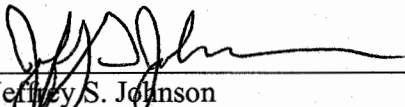
Signed By and For

Signed:   
Rear Admiral Craig Bone  
Assistant Commandant for Prevention  
United States Coast Guard


Date: 5 March 2007

Signed:   
James P. Muldoon  
Chairman  
National Boating Safety Advisory Council


Date 5 March 2007

Signed:   
Jeffrey S. Johnson  
President  
National Association of State Boating Law Administrators

Date March 5, 2007

Signed:   
James P. Muldoon  
Vice President, Government Relations  
U.S. Sailing

Date 5 March 2007

Signed:   
Virgil Chambers  
Executive Director  
National Safe Boating Council

Date 5 March 2007

Strategic Plan  
of the  
National Recreational Boating Safety Program

Signed: Ruth Wood  
Ruth Wood  
President  
BoatUS Foundation

Date 3/05/07

Signed: Monita W. Fontaine  
Monita W. Fontaine  
Vice President, Government Relations  
National Marine Manufacturers Association

Date 03-05-07

Signed: Margot Brown  
Margot Brown  
Past President  
National Boating Federation

Date 03-05-07

Signed: Larry Innes  
Larry Innes  
Washington Representative  
Marine Retailers Association of America

Date 3/05/2007

Signed: Larry Meddock  
Larry Meddock  
Executive Director  
Water Sports Industry Association  
Buzz Watkins

Date 3/05/07



**Strategic Plan  
of the  
National Recreational Boating Safety Program**

Signed: Ernest G. Marshburn, SN  
Ernest G. Marshburn, SN  
Chief Commander  
United States Power Squadrons

Date 5 April 2007

Signed: Maureen Healey  
Maureen Healey  
Executive Director  
Personal Watercraft Industry Association

Date March 5, 2007

Signed: Cecilia Duer  
Cecilia Duer  
Executive Director  
National Water Safety Congress

Date March 5, 2007

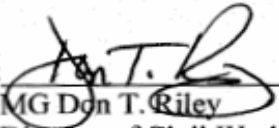
Signed: Warren E. McAdams  
Commodore Warren E. McAdams  
National Chief of Staff  
United States Coast Guard Auxiliary

Date 5 March 2007


Signed: Pamela S. Dillon  
Pamela S. Dillon  
Executive Director  
American Canoe Association

Date March 5, 2007

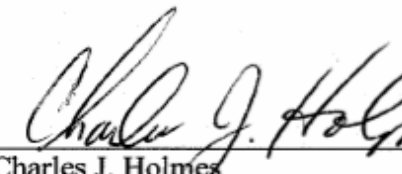
Strategic Plan  
of the  
National Recreational Boating Safety Program

Signed:   
MG Don T. Riley  
Director of Civil Works  
United States Army Corps of Engineers

Date 28 Feb 2007

Signed:   
Bob Askew  
Chairman  
Personal Flotation Device Manufacturer Association

Date 5 Mar 2007

Signed:   
Charles J. Holmes  
National Director  
Venturing / Sea Scouts Division  
National Office  
Boy Scouts of America

Date March 5, 2007